

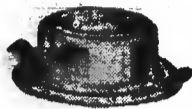
# "Reddy" Rings the Merry Christmas Bell—with these Electrical Gifts of Comfort and Convenience



### Universal Waffle Iron

Crisp golden brown waffles like you have always wanted to make, can be yours with this new electric waffle iron. It delivers delicious hot waffles as they are wanted, right at the table.

It is finished in chromium plate, cleans easily and has a heat indicator.



**\$5.50**

90c Cash, \$1.00 per Month

Reddy Kilowatt, to bake delicious waffles, only wants 1 and 6-10 cents an hour.

Automatic Model **\$9.50**

90c Cash, \$1.00 per Month

### Non-Automatic Toasters—2 Slice

Starts the day off right with good toast, made golden brown on one of these toasters. Can be had flat for toasting sandwiches or in upright conventional type.

They are chromium plated, trimmed in black bakelite, and designed to give years of service.



Upright Toaster **\$2.95** 45c Cash 50c per Month

**TWO SLICE FLAT TOASTER \$4.95**

95c Cash, \$1.00 Per Month  
Reddy Kilowatt, your electrical servant, will toast your bread for only 1 and 6-10 cents an hour.



### F. E. S. Floor and Table Lamps

Every home can use one or more of these famous F. E. S. lamps. Precious eyesight of the whole family needs good lighting for such tasks as reading and sewing. These lamps possess unusual beauty of design of heavy, bronze, and harmonize with any room color scheme.

THREE FLOOR MODELS AT **\$7.85, \$11.95 and \$12.95**

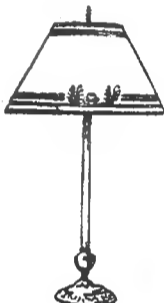
90c Cash, \$1.00 Per Month

The Table Model will make a splendid gift for the children as a study lamp.

TWO MODELS AT **\$3.95 and \$6.95**

95c Cash, \$1.00 Per Month

Reddy will protect your eyes for only: Floor Model—7-10 cent an hour Table Model—4-10 cent an hour.



### Automatic Bottle Warmer

An Aid To Baby's Health

It eliminates those cold trips to the kitchen in the wee small hours when baby must be fed. Heats the milk automatically right at your bedside.

It's a gift for baby, but Mother and Dad will truly enjoy its use.

**\$7.95**

95c Cash, \$1.00 Per Month



Reddy Kilowatt will heat water for only 2 1/2c an hour.



### Electric Kettle

A necessary adjunct and an ideal way to heat small quantities of water quickly and economically. Every home has occasional need of this extra hot water service in the bathroom, sick room, laundry or kitchen—wherever there is a convenient outlet.

**\$1.00 Cash \$8.50 \$1.00 Per Month**

### Vacuum Cleaners

A real Christmas gift which will give her hours of delight in a home that can be kept satisfyingly clean with freedom from hard work.

The Universal Models are brush driven, light weight and perfectly balanced, insuring easy operation.

UNIVERSAL CLEANERS **\$37.50 to \$67.95**  
ROYAL CLEANERS

The Royal Models are straight suction type, providing a powerful vacuum for thorough cleaning.

**\$34.95 to \$59.95**

ROYAL HAND CLEANER **\$19.95**

EASY TERMS

All cleaners complete with Attachments.

Reddy Kilowatt guarantees a thoroughness that no amount of back-breaking broom-sweeping can accomplish for only 7-10 cent per hour.



### Electric Percolator

You need never worry about lack of time for preparing breakfast if you use an electric percolator. It not only prepares coffee more quickly but coffee made the electric way is always more appetizing.

We have a complete assortment of sizes and designs in attractive chromium finish.

**\$5.95 to \$9.50**

95c Cash, \$1.00 Per Month

Reddy will operate it for 1 cent per hour.



### Universal Oven Cooker

Here's an appliance that will do everything on a small scale that your electric range will do. It is ideal for cooking smaller quantities of food and it will keep the food warm for hours. Particularly useful for picnics, etc.

95c Cash **\$8.95** \$1.00 Per Month

Reddy Kilowatt is prepared to cook an entire meal for only 1 and 3-10 cents an hour.

### Reflector and Radiant Type Heaters

Every family should have one or more convenient Reflector Heaters. Useful throughout the winter and on chilly days, giving instant heat when and where desired—bathroom, bedroom or dinette.

Well-made, adjustable, with heating element and completely guarded.

**\$5.95, \$7.95**

95c Cash, \$1.00 Per Month

Economical: Reddy operates it for only 1 and 3-10 cents an hour or 2 1/2 cents, depending on size.



### Pin-It-Up Lamp

Move the furniture as often as you wish. The pin-it-up lamp solves the problem of better light economically, for it can be easily moved and pinned on the wall wherever needed. Gives ideal light for reading in bed. A very handy fixture for home or apartment. Every home should have several of them.

TWO MODELS

**\$2.35 and \$3.45**

45c Cash, 50c Per Month



Reddy Kilowatt will save your eyes with this Pin-It-Up Lamp for only 2-10 cent an hour.

### Electric Heating Pad

The Heating Pad is indispensable in every home. Not only a need for the sick room but comfort at all other times. Warm for the feet on the sleeping porch or in the baby's crib.

**\$3.95 and \$6.50**

95c Cash, \$1.00 Per Month

Reddy Kilowatt's comfort is worth many times his normal charge of 10 cent an hour.



### Sunbeam Automatic Toaster And Serving Tray

The modern aid to the informal hostess is found in this beautiful set. It is up to the minute in design and adds a rich decorative note to any setting, whether for luncheon parties or buffet suppers. Consists of the two slice, fully automatic, adjustable toaster and glass serving trap.



Wrapped in a special cellophane Christmas package. Ask to see the "Christmas Toaster Set."

**\$13.95**

\$1.95 Cash \$2.00 Per Month

Automatic Toaster Only **\$11.95** 95c Cash \$1.00 Per Month

Also With Complete Buffet Set **\$17.95** \$1.95 Cash \$2.00 Per Month

Reddy and this set make informal parties and buffet dinners a pleasure, for only 2 and 3-10 cents per hour.

### Universal Electric Iron

Well built, perfectly balanced household irons. Large ironing surface and heat storage capacity permits ironing many pieces on stored heat.

Beveled edges and tapered points get under buttons easily and into finest pleats and ruffles. Trip back heel rest.

45c Cash **\$2.95**

50c Per Month

"Light Weight" or "Tourist" Models **\$3.50**

Reddy Kilowatt will be ready for only 1 1/2 cents an hour.



### Renualite

More Light With Old Fixtures

There is no installation expense nor extra wiring involved in using the "Renualite." They are available in 100, 200, or 300-watt sizes, ready to be screwed into any ceiling receptacle or drop cord. Splendid light, ideal for the home or office where more light is needed at low cost.



100-Watt **\$1.95** 200-Watt **\$2.50**

300-Watt **\$2.75**

95c Cash, 50c Per Month

### Electric Churn

Turn tired frowns into smiles that will last through the year. No more back-breaking drudgery with the old fashioned churn. Silent motor—bell driven—simple construction. Capacity 5 gallons. Should last a lifetime. The thoughtful gift.

**\$27.50**

\$1.50 Cash, \$2.17 Per Month

Reddy Kilowatt churns for only 4-10 cent per hour, would you?



# Duke Power Company